

Please vote against the proposal to reform media ownership rules.

The proposal will NOT serve the public interest because it will strengthen large corporate ownership, and increase the homogenization of media content (i.e., independent news reporting and programming will suffer when the content focuses on the owners or runs counter to the owners' preferred format), rather than provide any substantive benefit to independent owners or the public. For example, there has been very little discussion of this proposal on media outlets owned by companies such as Time Warner (CNN), Disney (ABC) and General Electric (NBC) which will benefit from the rule change.